

HOOPLA SERIES

LAUNCHES MARCH 2014 WITH THREE TITLES

NEW ZEALAND POETRY. RRP: NZD \$25 FOR ONE, \$65 FOR SET OF THREE

Publisher: Mākaro Press, Wellington.

Paperback with flaps, 130 x 190mm

- CINEMA 8opp ISBN 978-0-473-27648-5
- HEART ABSOLUTELY I CAN 6opp ISBN 978-0-473-27647-8
- BIRD MURDER 7opp ISBN 978-0-473-27649-2

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hoopla (h^{oo}p'lä , h^{oo}p' -)

1a. Boisterous, jovial commotion or excitement.

b. Extravagant publicity.

2. Talk intended to mislead or confuse.

Perhaps from French *houp-là*, upsy-daisy!

houp (of imitative origin) + *là*, there

Hoopla aims to entice people to buy and read poetry books through the quality of its poets, the attraction of a series with three books launching at once, vibrant design and the accessibility of a clear narrative or theme. We like strong work that steps onto the tightrope without hesitation and gives the performance of its life. It's no accident the word *Hoopla* has connotations of commotion, extravagance and play about it.

Hoopla books are published annually in sets of three. A new poet joins a mid-career and a late-career poet. This means the poets and their books work for and support each other rather than braving the tightrope (and hoops) on their own. Mākaro publisher Mary McCallum is *Hoopla* founder and editor. She is a poet and novelist, the founder and co-curator of Tuesday Poem online, and co-editor of *Eastbourne: an anthology* (2013).

STEFANIE LASH IS A POET AND ARCHIVIST who lives in Wellington. Her poems have appeared in journals including *Sport*, *Takahē* and *Turbine*. An albino huia, a stranger in the attic and a pink-haired woman ... *Bird Murder* is a gothic murder mystery narrating the demise of a ruined banker, set in the not-quite-fictional town of Tusk.

HELEN RICKERBY IS A POET, EDITOR AND PUBLISHER who lives in Wellington. She has published 2.5 collections of poetry with the chapbook *Heading North* (Kilmog 2010) her most recent. She is co-managing editor of JAAM and runs boutique poetry publisher Seraph Press. The poems in *Cinema* look at the personal through the lens of a camera and the world of cinema through the unfiltered eye. Meet the boy who learns to kiss from action movies, the girl made up of symbols and the director with the aesthetic of a sniper on the roof.

MICHAEL HARLOW IS A POET, PUBLISHER AND LIBRETTIST who lives in Alexandra. Born in the USA with Greek and Ukrainian heritage, he settled in New Zealand in 1968. Michael has published seven collections of poetry including *Giotto's Elephant* and *The Tram Conductor's Blue Cap*, both finalists in the NZ Book Awards, and has been awarded a number of writer residencies. Five fresh poems and a number from Michael's past collections form his book on the hoopla of love—a theme long a part of this poet's fascination with the mysteries of human nature, and his job in finding the language and music to express it. Like the title poem, Michael Harlow bids 'the music of the heart to sing us alive'.

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MĀKARO PRESS

Cinema

Helen Rickerby



film

HOOPLA SERIES

Heart absolutely I can

Michael Harlow

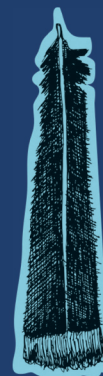


love

HOOPLA SERIES

Bird Murder

Stefanie Lash



crime

HOOPLA SERIES